

THE CLARESHOLM ADVERTISER

Vol. 1, No. 2

CLARESHOLM, ALTA., WEDNESDAY, APRIL 22nd, 1914

Subscription, \$1.50 Per Year in Advance

Obeys the Mysterious Call

The announcement of the sudden death of Mildred Elizabeth Peck, wife of Rev. R. K. Peck, at the age of 36, comes with its peculiar sad burden to many of the friends of the family. On Friday there was gladness in the home, caused by the arrival of a son. On Wednesday morning, April 15th, gloom had replaced the joy, for at the hour of midnight the soul of the wife and mother had departed and four little ones, one the infant of but six days, were left motherless. An operation was performed on Tuesday by Dr. McEachern, of Calgary, who was in consultation with the family physician, but the disease had developed beyond human alleviation. The funeral was held from the home on Shewell St. at 2 p.m. on Thursday, a short service being held in the Methodist Church, and an interment took place at the Claresholm cemetery. The sympathy of the entire community goes out to the bereaved husband and little ones.

The late Mrs. Peck was born at Bere Regis, Dorsetshire, but the early part of her life was spent at Winbourne, where her father was engaged in the business of a watchmaker and jeweler, and previous to coming to Canada spent several years at Cardiff, Wales. It was at Winbourne, that Mr. Peck, who was apprised to the watchmaker trade and who lived for five years at the home of his employer, became acquainted with the young daughter of the home, an acquaintance which afterwards ripened into marriage. Mr. Peck, having later left the watchmaker business to come to Canada, first as a missionary in the Newfoundland Conference of the Methodist Church, and afterwards, at the termination of his probation, as an ordained minister of the church in the West, was joined in Winnipeg by Miss Hallett, then 23 years of age, and after their marriage they set up a home at Plumas, Man., where Mrs. Peck threw her whole heart into the pioneering work of the earlier days of the Methodist Church in the West. The heroism of the young English girl, as she adapted herself to the new life and met uncomplainingly the lack of the comforts and opportunities of congenial social life, as such, to that which she had been accustomed to in her English home, was a marked characteristic of her through thirteen years of married life up to the day of her death. Mr. and Mrs. Peck labored on three circuits, Plumas, Pipestone and Emerson, before coming to Claresholm, nine years ago. During the term of Mr. Peck's pastorate here, he planned and participated in the building of these undertakings, was in no small measure due to the zeal and energy of the pastor's helpers. The late Mrs. Peck was intensely loyal to her church and took an active part in all its associated societies. The Ladies' Aid, the Epworth League and the Sunday School, all profited by her zealousness and the W.C.T.U., with its ideals and efforts, was very near to her heart. Her untimely death cast a gloom over the entire neighborhood. A memorial service was held at the Methodist Church on Sunday evening last and was attended by a large number of the friends of the deceased. The pastor spoke feeling of her work in the church and in her home and paid a fitting tribute to her faithfulness to duty as a mother and as a wife. Of the relatives, besides her husband, J. Hallett, of Bingswood, Hants, England,—her mother having predeceased him,—one brother, Mr. J. W. Hallett, of Claresholm, and one sister, Mrs. H. Duffey, of Brunette, Alta.

"Last September when the Provincial W.C.T.U. passed a resolution to begin an immediate campaign of education with a view to securing Province-wide prohibition, we felt that we were taking a step that was almost daring, and yet we could do nothing else for we seemed to hear the call of the Master, 'speak to thy people that they go forward.'"

"When the Alberta Temperance and Moral Reform League met in annual convention in February it was not known what policy they would adopt, but by an overwhelming majority they decided upon a policy of Provincial Prohibition. This means that three strong men are to be employed, and a campaign will at once be inaugurated for Provincial Prohibition. The definite date for the campaign will be determined a little later on. Never before was there such a representative temperance convention in the Province, and one with such enthusiasm. One most encouraging feature was the number of resolutions sent in from other organizations. The United Farmers sent resolutions and a request for representation in the League—needless to say the request was granted. Several fraternal societies sent resolutions favoring prohibition.

For Equal Suffrage

"In our last letter we reported that the United Farmers of the Province had declared themselves in favor of Equal Suffrage and had petitioned ready to circulate in behalf of the movement. The Temperance and Moral Reform League made this one of the planks of their platform, so with such strong co-operation a strong fight should be made in the Province during the present year."

First Woman Judge

"You have doubtless read in other papers that Alberta has the first woman judge in Canada. Mrs. R. E. Janzen, of Calgary, has been

THE ADVERTISER FAMILY

CAYLEY CLARESHOLM GRANUM STAVELY

Subscription to each, \$1.50 per year in advance. To England,
U.S., and Foreign Countries, \$2.00, payable in advance
Single Copies, Five Cents

The history of weekly newspapers in the West has proved that the only assurance of adequate support and hence PERMANENCY, lies in the consolidation of the news-papers in smaller towns and villages to eliminate expense of operation and increase sphere of influence and hence, Circulation and Revenue.

The Granum News, The Stavely Standard, The Cayley Herald, in their short and intermittent careers, have proved the truth of the contention. The Claresholm Review has been published, during the past two years, at a virtual loss.

The Advertiser enters the field at an auspicious moment. It ensures permanent newspapers in the towns as mentioned and assures a larger standard and a wider circulation in each town. Local men have complete oversight in each town and for economic reasons, only, are the four newspapers printed in a central town.

By this means, the foreign advertising patronage is considerably increased for each newspaper; the domestic advertiser will receive greater return due to longer circulation; a better class of news material is available; the purely local interest of the individual towns will be considered; and at the same time the advertising rates will be considerably reduced. This will do away with the costly and cumbersome advertising and prevent a struggle from the effort to claim the same of the different which compete all and at the same time, which is a sure

In each case, the newspapers will develop strength and virility in exact proportion to the circulation. Hence that you send in your subscription at once to the paper of The Family which is of greatest value to you, is necessary or your end of the "Big Four" will lag behind.

The editorial and business side of your particular newspaper is in purely local hands. Collections will also be made by the local representatives. News material is sent to the Central Office, instead of a week to ten days. This means faster service, live news, more etc.

To give an adequate support to your local paper all the printing and job work may be given in the advertising patronage must be great as possible, the sympathy and encouragement must be shown by speaking a word for your local paper.

The expense of the publication of your own local paper begins at once. So your patronage must begin at once or the discourage-

ment will tell for ill on the local newspaper which is of most interest to you. Send in your business and subscription at once.

At considerable expense, we will publish a series of articles on farm problems, also a medical, veterinary, house and home hints, and social farm column, at an early date. Other features unknown to local weekly newspapers will be added until we make our Advertiser a truly a family newspaper.

The Advertiser is represented by Fred Scragg, in the post office store. The Stavely and Parkland Advertiser is represented by Rev. J. M. Everett. The Granum Advertiser is represented by A. Smith, in the post office store. The Claresholm Advertiser is the central town newspaper—H. Duncan, publisher. The Central Office is on the Main Street of Claresholm, three doors north of post office.

W. C. T. U.

Extracts from a letter of the Provincial president of the W.C.T.U.

A Forward Step

"Last September when the Provincial W.C.T.U. passed a resolution to begin an immediate campaign of education with a view to securing

appointed judge of the Juvenile Court. The Christian Guardian gives her powers and duties and aptly remarks that in spite of this she will have only a very limited franchise, but we make bold to prophecy that Alberta will lead the other Provinces in this also, and before very long her women will enjoy full Provincial franchise."

Church to Use Press

Leading in a movement initiated in Baltimore a year ago, and which has spread to other cities in the States, a religious advertising campaign in the city of Lethbridge was launched a week ago last Saturday. A half page of advertising space is being used to present the case of the church. This method of promoting the work of the church by means of paid display advertisements in the local press is the first of its kind in Canada. These advertisements are for the purpose of bringing to the knowledge of the people that the churches are all one in their desire to serve the community.

Those behind this new progressive idea represent nearly all the churches of this city. The majority of them are business men who understand the power of modern publicity, and who feel that if business houses have been built up, if political parties have won victories, if charitable institutions have secured funds, it is only logical to conclude that the world needs to be informed or indifferent regarding the great enterprises of the church may be influenced and led to unite in pushing ahead the most important undertaking on earth by all.

The local baseball season was opened on Good Friday morning by a game between the Granum and Claresholm school junior teams. The game was keenly contested, and at the end of ten innings, when the Granum boys were compelled to leave the train, the score stood 10-10. Some pretty baseball that would not have disgraced the seniors was seen.

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Discouraging the Band

The Claresholm Band has shown commendable enterprise during the past season in bringing to the town enterainers of a very high class but the citizens have shown themselves to be very negligent in the poor patronage which they have accorded these enterainers. Last Thursday evening, the band had an excellent musical organization under their auspices and notwithstanding the entertainment had been well advertised and that the enterainers had a world-wide reputation the attendance was so slim that the band boys were out of pocket over \$36. The services of the band have been given to the town gratuitously and, more than this, the band boys have been paying for their tuition out of their own pockets and it hardly fair that they should have to go down into their own pockets again to make good the deficit of last Thursday night. It is enough to discourage any organization and it does seem to be up to the citizens to show some appreciation of the efforts of the Claresholm Band if this town is to have a citizen's band at all.

What to Plant This Week

In the course of an interview with J. E. Terrill, of the Terrill Florid Co., Lethbridge, who visited Claresholm on Monday, the conversation naturally turned upon what to plant during this week and how to plant it. Space prevents the reporting of the interview in full, but from it our reporter has culled these points. Trees, shrubs, and perennials should be planted as soon as they can be obtained from the nursery. In planting trees, spread the roots of the natural way and press the earth firmly about each separate root. Do not let grass grow closer than one foot to the tree. Cultivate the space immediately about the tree. Roots will do well in this district, as results have demonstrated. To plant properly, dig a hole about two feet deep. Put about twelve inches of

bones and well-rotted litter in the bottom, covering this with about six inches of soil. Plant roses top of this. Now is the time to plant your perennials. Sweet Pea is about the earliest seed to sow. Sow in drills, two ounces of seed to 25 feet, covering with from one to one and a half inches of soil. Sow where they will get at least a half a day's sun. As the season is short Mr. Terrill advises getting the plants for transplanting rather than sowing from seed as the former plan gives a longer blooming period.

In the kitchen garden, sun parsnishes, lettuce, onions, and onion sets now. One mistake usually made is to sow sun seeds too deep. To make a good lawn, have the soil well worked and raked smooth. Sow one pound to every one hundred square feet. Baste the seed lightly and roll with a heavy roller. Keep wet soil, but do not allow the water to stand in puddles until the grass has come up. If plants are put instead of seed for your annuals these should be planted as late as May 24th and will bloom in June. Mr. Terrill's company is willing to advise any enquirers as to what trees, shrubs, perennials, etc., do well in this district, and will gladly advise as to manner of planting.

Expresses His Thanks

To the Editor:

Please convey through the columns of your paper my sincere thanks for the kind assistance and many expressions of sympathy so generously given by the Claresholm friends during my recent bereavement.

I appreciate very much the beautiful floral gifts from the Knights of Pythias, the W.C.T.U., and from many other kind friends and also for many kind words said of my beloved wife.

Yours truly,

R. K. Peck

The friends of Sam Bryan are pleased to see him back in Claresholm again.

In a World of Change

Claresholm is becoming more like a great metropolis every day. The latest imitation is that of Montreal Mayday moving. In the past two weeks T. L. Bernard has moved to the house lately vacated by H. L. Cotter, W. T. Cochran has occupied Dr. Lear's house, H. Duncan has taken the Cochrane house, Messrs. Birch and Welsh have moved into houses on First Ave., North, Wm. Stitt is occupying the cottage vacated by John Fraser, J. W. Hallett has taken possession of the Wooster house lately purchased by him, while J. A. Gaudin has removed to the Bowden house and W. Mackenzie will take possession of the Solberg house which he recently purchased G. M. Godfrey has made some changes to his residence and has transformed his barn to make a housing place for the animals which he has purchased O. L. Reinecke is making arrangements to his dwelling, enlarging the entrance hall and extending the veranda around two sides of the house. Miss Hood has returned to her old home place. In the business world several changes have also taken place recently. W. R. Ross has taken over the hardware business formerly conducted by Moffatt & Sons, who have removed their offices to a location on Fourth Ave. The Cogdell store next to the post office has been purchased by Hong Cheng, of the Dominion Restaurant and Hop Sing has bought the Amiable store and will move his restaurant business to this new location across First Cogdell building. C. Turpin, the present tenant of the Amiable store, is putting on a removal sale, with a view to vacating in a couple of months. Mr. Welch has opened a clothing store in the building which Mr. and Thomas conduct their poultry commission business. The Alberta Hotel building, near the post office on Bank St. has been remodeled and is occupied by the Advertiser Family, the publishers of weekly newspapers for Claresholm, Stavely, Granum, and Cayley, and creators and doers of high-class commercial and society printing.

Revenues May Be Restored

Mayor Holmes attended the meeting of the municipalities at Edmonton, on Wednesday of last week and returned to town on Friday. The chief matter before the convention was in connection with the proposed amendments to the liquor license ordinance, by means of which the municipalities might be given the right to collect license fees from persons engaged in the liquor traffic equal in amount to that imposed by the government's license and also that the municipalities should receive a share of the fines imposed for breaches of the ordinance. The convention also asked for amendments to the Theatre Act, the Poolroom and the School Acts so that a portion of the fines imposed thereunder might belong to the municipality in which the offence was committed.

The government, through the attorney-general, announced its intention of appointing stipendiary magistrates at all the important points, to be in the pay, and at the expense of the provincial government, so that fines might be made by them.

The convention was a very representative one, over forty municipalities being represented by their respective mayors. The government was represented by Hon. J. Mitchell, Gariepy and Cross and these gentlemen expressed their hearty endorsement of the local resolutions of the meeting. It is thought that the resolutions passed on the consideration of the government will bear fruit and the local revenue will be supplemented as asked by the municipalities.

THE ADVERTISER CLARESHOLM, ALBERTA.

PROFESSIONAL AND SMALL BUSINESS CARDS

Names in this column, are inserted on each line, 20 cents per name, or \$2 per year. It will be a service to the public to deposit names in the support of the professional men as well as the business men, the fraternal and church society as well as the business organizations.

MEDICAL

Dr. Steeves

Drs. Tupper & Thompson

LEGAL

J. R. WATT, B. A.
Barrister, Solicitor, and Notary
CLARESHOLM

Visits Stavely by Appointment

H. O. Haslam

Fred Langmuir

TEACHING

Wm. G. Moffat

Gerald McClean

R. M. Larkin

CHURCH NOTICES

Church of England

Lutheran

Methodist

Presbyterian

Roman Catholic

LODGE CARDS

A. F. & A. M.

I. O. O. F.

K. of P.

Rebekahs

LOCAL AND GENERAL

T. C. Milnes motored to Barons on Tuesday.

An illuminated sign decorates the front of the Fourth Ave. print shop.

J. W. Hallett conducted services at the Badger Flat schoolhouse last Sunday.

The Claresholm Tennis Club has commenced to get the courts, near the Park grounds, ready for the season's play.

The local Foothills Lodge, I. O. O. F., will attend divine service at the Church of St. John the Evangelist on Sunday evening at 7.30.

O. A. Findlay has been laid up for about two weeks with a cold which settled in the glands of the throat and caused a swelling on the side of his face.

Jones & Munro, the new proprietors of the Rex Theatre, are giving the proceeds of next Thursday night, April 23rd, as a benefit for the Claresholm Baseball Club.

Rev. Mr. Grönblom, in reference to an item which appears in a stodio column, wishes to correct the statement that his resignation was accepted, as he claims the matter was not adjudicated upon in the proper manner by the congregation.

Rev. M. B. Anderson, of Barr Hill, was the guest of some of the congregation to whom he ministered when in charge of the Lutheran Church here some years ago. His visit was very pleasing to his many friends, one of whom took him home in his car on Monday.

As a condition to the guaranteeing of the bonds of the C.N.R. by the federal government it is said that the rushing to completion of the branch lines will be imposed. This seems to indicate that construction work will begin on the Calgary-Macleod branch, east of town, early next month.

On Saturday, May 16th, the Scandinavian Club will celebrate the Norwegian historic anniversary, known as Seventeenth of May. The L.O.O.F. Opera House has been secured for the occasion and addresses will be delivered in Norwegian and in English. Those participating in the program will appear in national costume and the music will revive the old Norwegian airs. As the national day falls on Sunday the celebration will be held on Sunday evening.

Over sixty per cent of the crop area is seeded in this neighborhood. There will be more grain sown on summer-fallow land this year than ever before. Moffatt & Sons have finished seeding to wheat 400 acres. Milnes & Noble have completed the seeding of over 700 acres. There never has been so splendid a prospect for a bumper crop. There never has been so good a fall for the preparation of the land, nor so favorable a seeding season as the ones just past.

L. T. Torgerson, accompanied by Mrs. Torgerson and daughter, Louise, will leave on Monday for Montreal, where they will join the large party of Norwegians who have chartered the Corseair for the trip to Norway to attend the celebration of the Hundred Years. The vessel will sail on May 2nd, and will call at several points of interest on the way. Mr. Torgerson and family will visit many parts of the home and also places of note on the Continent. He expects to be away for a couple of months.

Walls & Price shipped three car loads of logs to Calgary on Tuesday.

A letter came last week addressed to Western Canada Grain Co., Claresholm, Alberta, Canada. Out. This letter was from a Walkerville, Ont., firm.

The Claresholm Band, eleven strong, paraded a week ago Sunday and, for the first public appearance of the season, made a remarkable showing, both in appearance and in playing. The place th band fills in our civic life is not a minor point.

Harry Mosley returned recently from Kansas, where he has been since last fall. The drought in the state was so great that feed was very scarce, and Harry is content to stay in Alberta for the future. No money Kansas for him, he says. Sunny Southern Alberta is good enough for him.

Tramways and automobiles, wh-

have occasion to pass the crossing on the Economy Barn corner, and also those of Shaver St., the one near A. Hutton's feed store, and the other at the Methodist Church corner, are most indignant at the state of disrepair in which these crossings are. A few loads of cinders would make all of these crossings somewhat more secure especially if without endangering limb or vehicle.

A little attention on the part of the council would correct this matter, which does not involve any direct money outlay, but is appreciated by the citizens and might prevent possible damage claims in the future.

The fire-ladies had an encouraging meeting to their practice run on Good Friday morning. There were about twenty in the hall, the bays assembled, ten standing at the Fire Hall, and, in less than a minute after the signal was given by Fire-Chief Westmont, two lines of hose were connected to the hydrant at the corner of Railay St. and Fourth Ave., and two streams of water were playing over the Witton Hotel. The pressure was good and the boys made a business-like appearance as they hastened about their duties. It gives confidence to the business men of the town to have the knowledge that the volunteer fire brigade are always ready for the protection of their property.

Rex Theatre Changes Hands

On Monday evening the firm of Jones & Munro took possession of the Rex Theatre, they having purchased this moving picture business from C. J. Whall, who has been conducting it for some months.

This has been the first moving picture business of the character which has opened here during the past few years, to give to the patrons the satisfaction which makes such an enterprise all permanent.

Managed Whall has worked up a splendid business by giving the public up-to-date programs and the new proprietors will do well to follow the lead he has set and preserve the standard which he has brought him success.

Mr. Whall intends leaving on Thursday for Revelstoke, Nelson, and other B.C. points. He bespeaks for the new proprietors the same generous patronage which the Claresholm people have given him and thanks shown to him during his stay here. Mr. Whall has made a host of friends in this town who will regret his departure.

Subscribe to the Advertiser

THE SEASON IS NOW ON

YOU NEED —
STALLION ROUTE CARDS
STALLION SERVICE BLANK NOTES
AN ADVERTISEMENT IN THE ADVERTISER

WE CAN SUPPLY YOUR NEEDS—
ADVERTISING, CONSTRUCTION, RATES;
WITH PROMPT DELIVERY;
IN MOST BUSINESS-LIKE FORM

THE ADVERTISER FAMILY
Office 3 Doors North of Post Office, Claresholm, Alta.

J. A. Reid, the Farmer, Claresholm, and his son, John, who is a student at the University of Manitoba, shipped a one-hundred-ton load of logs to Calgary on Monday of last week.

Three carloads of a car of the Bell & Argus bunch brought here from Banff in last fall by D. P. Williams were shipped to Wimipeg and will be sold directly by owner, who accompanied them.

W. M. Whitehead had the misfortune to lose two valuable horses on April 9th. A wagon load of seed wheat had been left in the field, uncovered, and nine of his horses ate too freely of the wheat. They were attended by a local veterinarian, and were given to be oversevered. On that night an unusually heavy snowfall came to town, and the local men's service were not available. M. Abel, the School of Agriculture, went to the rescue and succeeded in getting the horses off the field, but lost two of the horses. This is a serious loss to Mr. Whitehead in the season's work pending.

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ich have occasion to pass the crossing on the Economy Barn corner, and also those of Shaver St., the one near A. Hutton's feed store, and the other at the Methodist Church corner, are most indignant at the state of disrepair in which these crossings are. A few loads of cinders would make all of these crossings somewhat more secure especially if without endangering limb or vehicle.

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A letter from the secretary of the town of High River gave some useful information re the cost of concrete sidewalks from the book of recent experience.

A letter was received from Mr. Waller, of Cranbrook, as to the cost etc., of cement sidewalk. McKibbin Bros., concrete contractors, referred the town to E. Kent as an experienced worker on kind of sidewalks proposed for Stavely. A letter from Mr. Kent asked for the job. Upon request of Councillor Brophy and Cressman, the secretary was instructed to write to him asking him to come to Stavely and interview the council in person, which motion met the approval of the council.

The matter of interviewing the C. P. R. freight superintendent, re cheaper rates, was left to the secretary.

It was moved by Councillor Irvine, seconded by Councillor Cressman, that tenders be called for 150 yards of gravel and sand, to be hauled from Willow Creek and to be delivered in Stavely by May 15.

Teachers to begin by April 17.

The Macleod Hospital Board wrote, pointing out that under the hospital ordinance, passed at the last session of the legislature, the municipality must pay for all poor patients sent from the town for treatment.

The secretary reported that \$1,500 in tax arrears will come under the tax enforcement law. This will be set to force at once.

Upon motion of Councillor Cressman and Irving, R. A. Hopkins was appointed receiver of the treasurer.

Mr. McQinn, reporter that his home is in Ireland. The Mayor appointed Councillor Cressman, Irvine and Brophy a committee to look into the matter.

The secretary was instructed to have the culvert back of the Masonic Hall enlarged and repaired. Instructions were also issued to the secretary of the council to notify Constable Willis to warn the several establishments on the main street that the throwing of water and soap in the lane must be discontinued.

It was moved by Councillor Irvine, seconded by Councillor Brophy, and passed by the council, that the Mayor proclaim Friday, May 16th, a civic holiday, to be observed as a general cleanup day.

Every Line of Business or Profession To-Day Has Its Specialists

We Are Specialists in Meats

We know what the public desires; we know how to satisfy those desires. We claim to be a judge of what animals will yield the choicer meats, and we govern our buying accordingly. You get the best meat at the lowest price. We keep the latest and the changing seasons that we may anticipate your wants. Every year we can render you in buying we are glad and prompt to do. These are some of the reasons why we are every day adding to the list of

OUR SATISFIED CUSTOMERS

D. P. WILLIAMS
The Cash Butcher Shop

PHONE 11

Fresh and Cured Meats Fish and Poultry in Season

NECESSITY NOT VANITY

In the old days when a person left in their home, we used to say "Good-bye" to them, but in these modern times when our relatives move to new lands, we say "Good-bye" to our nearest and dearest to distant friends the loneliness of our children, but in keeping a family record of the statistics that take place in such a new field, we can easily see the reason for this. We are now so far removed from the old days that we would like to thank the person who takes away from us to the studio to have their pictures taken and have their pictures taken. Every family should be prepared for this and should have their pictures taken, either separately or in a family group.

GO TO THE STUDIO THAT HAS THE REPUTATION OF BEING THE BEST IN SOUTHERN ALBERTA

THE CLARESHOLM ART STUDIO; John Edlund, Prop.

We have acquired the HARDWARE BUSINESS lately conducted by MCFARLAIN & SONS. It is our intention to pursue the policy of Square Deal, Fair Deal, and the Economic and Well-Assured Stock of Stores, 904 Main and Henry Harbinson, Esq., and by Reasonable Prices, we desire and can rightly expect the Continued Patronage of the Claresholm District.

Yours truly,

W. M. ROSS

We Handle as Special Lines

RAYMOND
SEWING MACHINES

With Adjustable Bearings

FIRESTONE
AUTOMOBILE TIRES

FRANK MURRAY & CO.

BRING YOUR HARNESS WANTS TO US

We have all the accessories and all the "toggery" your horse needs. We can fit him out completely. Everything in the harness line. Cheap Sets and Fancy Sets; Collars, Roles, Blankets, etc. Compare our goods and prices with those shown elsewhere. We'll leave our offerings to your good judgment.

Repairs Promptly Attended To.

J. T. KINGSLEY, The Harness Man
CLARESHOLM, ALBERTA

N.B.—The names inserted in the spaces allotted are merely suggestive—the services offered are not dependent on the support of the professional man as well as the business men, the fraternal and church society as well as the business organizations.

Na-Dru-Co Headache Wafers
certainly do make short work
of headaches. 25¢ per box.

For Baking Success —This Oven Test

Success on some baking days can be expected no matter what flour you use. But constant success is rarer. It can be assured in only one way. "The miller must select his wheat by oven test."

So from each shipment of wheat we take ten pounds as a sample. We grind this into flour. Bread is baked from the flour.

If this bread is high in quality, large in quantity; we use the shipment from which it came. Otherwise we sell it.

Constant baking success comes as a matter of course from flour bearing this name.

"More Bread and Better Bread" and "Better Pastry Too"

PURITY



Build Concrete Barns and Barnyards

YOU will find that they are best at first and cheapest in the end. Concrete buildings cannot burn and many dollars are saved in lower insurance rates. They need practically no repairs and never need painting.

Concrete barnyards make the best kind of feed yards. They save many dollars in feed bills, as your stock gets every particle that you feed to them.

Seed for the first look? "What the Farmer is doing With Concrete?" It shows just how to lay out a concrete yard, and gives other interesting information that may not be.

Farmers' Information Bureau
Cement Cement Company Limited
506 Herald Building, Montreal

Fired wood

Cutting firewood by summer, when it can be done most easily, is a waste of time. First clean up old logs, rails, iron-bound staves around the barn, etc., and then cut up the old wood. Then, if there are two fields that could probably be made into one, and the soil is good, plant a crop of grain. Cut the late grass posts or turn into fuel. In the wood lot, there may be dead or fallen trees, which should be cut and made into firewood before the live resources touch the ground.

"Why do you mix with all those unscrupulous professors?"
My doctor says I must live in a dry atmosphere."

Minard's Liniment Cure, Dandruff.

"Does your father object to his daughter?"

"I don't know. Shall I try him? You would like to kiss him?" "Him too?"

Dr. Morse's Indian Root Pills

effectually cure such diseases as rheumatism, gout, sciatica, neuralgia, etc., and are especially useful in removing the effects of consumption, and other common ailments. Many full scores of the words Dr. Morse's Indian Root Pills are written on the label.

A Household Remedy

W. H. L. 997

Poor Consolation

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Minard's Liniment Cure, Dandruff.

"Does your father object to his daughter?"

"I don't know. Shall I try him? You would like to kiss him?" "Him too?"

Dr. Morse's Indian Root Pills

effectually cure such diseases as rheumatism, gout, sciatica, neuralgia, etc., and are especially useful in removing the effects of consumption, and other common ailments. Many full scores of the words Dr. Morse's Indian Root Pills are written on the label.

A Household Remedy

W. H. L. 997

SHILON

Health Food Company, Ltd., London, Ontario.

At the battle of Cedar Creek,

the veterans captured a company in one Virginian's house; real men, no company, which general ordered to be executed. The men were demoralized and panic stricken. General Lee and others fled, leaving the field to the Confederates.

A man who was a leader as a lion dashed into the field with his revolver and cried,

"Come on, boys! Your place is here!"

If you don't, I will shoot you."

"Ghosts and bangs!" he replied, pointing his gun. "That's my last shot."

He fired, and the gun exploded.

Hark!—Well, there was a few lawns.

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PUBLICITY

It is necessary for the growth of any town. The West is full of good locations, so the claims of the West must be made known. If Claresholm is not to lose time and be outstripped by towns with less advantages to offer, CLARESHOLM MUST HAVE

PUBLICITY**PUBLICITY**

Is best secured by a Home News-paper because it can tell all about it know the facts; it appears regularly with the most recent developments noted, and is sought after as a reliable source of information for the district and tests. THE ADVERTISER WILL BRING CLARESHOLM

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This is the Initial Issue of Your New Local Claresholm - Advertising Weekly Newspaper

**It Will Only Cost You
\$1.00 from April 15
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Eight Months**

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Are made permanent and enterprising only by having the loyal, liberal support of a United People. It is an expensive business to conduct. By the liberal patronage of the business firms, and the loyal support of the subscribers, a better paper is possible. SEND IN YOUR

SUBSCRIPTIONS**SUBSCRIPTIONS**

In a limited territory should not be figured on a basis of one in a house. Let every good man have a newspaper. When one considers that for \$1.00, fifty-two issues and usually a fine Special Issue or so comes to the subscriber, 3 cents a week is very little to hesitate over. To publish a good paper WE NEED AT ONCE

EIGHT HUNDRED**LOCAL AND GENERAL**

W. H. Hanman, of Cayley, was here on Monday.

Mrs. Frances Chamberlain, from the "41," was in town on Friday.

The Presbyterian Provincial Synod opened at Calgary on Monday.

W. H. Quail returned from a trip to Calgary on Thursday of last week.

W. R. Spence, of Vernon, B.C., was a guest at the Queen's last Saturday.

T. B. Lebeau, of Vulcan, spent Sunday with his brother, Martin Lebeau.

J. E. Terrill, of the Terrill Floral Co., Lethbridge, was in town on Monday.

Thos. Guy has removed sixty head of cattle from his farm, north of town, to the Canon Ranch for the summer pasture.

S. G. Carlyle, assistant superintendent of provincial demonstration farms, paid the Claresholm Farm a visit last Thursday.

L. A. Parry had his colt, Ross, a son of Bes M., in harness for the first time on Thursday last. The colt made a very fine appearance and, although but ten months old behaved like a veteran driver. Notwithstanding this, the attention of the judge of the Juvenile Court is called to this incident.

Eric Moffatt spent Sunday and Monday at his home here. Eric is superintending his cousins' hardware business at Champion while they are in attendance at the sick bed of their mother. Reports from Manitoba do not give much encouragement for the ultimate recovery of Mrs. John Moffatt, their mother.

The government has had a splendid response to the invitation given for a series of dairy cow tests in connection with the several Schools of Agriculture. The number of entrants for the district surrounding the Claresholm school is very encouraging and some surprises are looked for from this immediate district.

F. W. Priest, of Calgary, accompanied D. B. Vanhorn on a motor trip to Barons on Monday.

Harry Dawson, who has been at town for a few days, is moving at once to his farm at Meadow Creek.

Rev. Wm. McNeish is in attendance at the meeting of the provincial Presbyterian Synod at Calgary this week.

T. W. Ruttle, of Calgary, was in town on Thursday on business connected with the agency for McLaughlin-Buick cars which is doing brisk business in the hands of Frank Murray & Co.

The Macleod league football team took the champion Overseas, of Lethbridge, into camp on Good Friday to the tune of 43-0. On Monday of this week a picked team from Claresholm and Stavely were given a drubbing the score being 3 to 1.

The recent Alberta Gazette announces the appointing of John S. Elies, of Cayley, and Edwin C. Webster, of Stavely, as commissioners for taking affidavits. The holding of the court of confirmation on the tax return of Granum will be held on June 2nd, 1914, and that of the municipality of Angie, at Angie's town on June 14th.

The local W.G.T.U., of which the author, Peck, was a very active member, and of which, at the time of her decease, he was treasurer, attended in a body, thirty strong, marching from the home to the Methodist Church where a short service was held. A beautiful wreath of flowers spoke eloquently of the esteem in which their late sister was held by the members of the local union.

Dg. M. W. Fawcett, veterinary surgeon, of Granum, was in town on Monday. He had his driver with him and many were the envies cast upon the horse. Dr. Fawcett, who is a graduate of McKillop Veterinary College, Chicago, has built up a splendid practice in the Granum district and his years of experience stand him in good stead in increasing his record of successful cases.

The Advertiser phone number is 7. We want the news. Use it.

H. Wright & Son have purchased the auto lately owned by W. D. Shanks, and have added it to the equipment of the Economy Barn.

W. H. Cody, of the Foothills Lumber Co., reports a busy season just ended and that the "cut" will be the greatest ever. Bill left for the Hills on Monday.

Mac's opposition at the north end of the town has "folded its tent like the Arab and silently stolen away." The White Shoe saloon gave nothing "copped" in sight.

Fred Thomas has been successful in building up a splendid oil and egg commission business. This has been the means of developing a hitherto neglected avenue for profit to the farmers of this district and has furthered the movement toward "mixed farming." Eggs are rather low at the present but the tendency of the market is upward. Quite a large quantity of live fowl is being shipped to the Calgary market each week.

Has the ball fan died of dry rot? Is there no baseball fever left except among the kiddies? Other years would have its two and three on every vacant lot and street side limbering up the glass arm for the approaching season. The hopper! "Rubes" and "Tys, etc.," would be preparing for the great discovery.

A little limbering up before the season makes a shorter crop of the "muff" and "boots" when the season opens.

The town has a team of young horses that would not beat all informed by a little iron exercise. The town has a foreman who would not be at all incompetent to drive the same. There are several men among whom would be willing to give his services for a day or so at a reasonable remuneration.

There is a road planter at the Farm which is at the diagonal of the town. There are streets very badly in need of attention. Moral—Why not bring these fortuitous circumstances into action and fix the parts of the streets most in need of repair? "A word to the wise, etc."

T. C. Milnes motored to Barons on Tuesday.

Born—at Claresholm, on Good Friday, April 10th, to Mr. and Mrs. R. K. Peck, a son.

The Advertiser wishes to secure a correspondent from Badger Flat school district. Phone number seven.

The Claresholm Creamery has changed the days for receiving cream to Mondays and Fridays for the present.

A careless smoker threw down a lighted match at Ogden and started a prairie fire that took four hours battling to extinguish. He was arrested and fined \$25 and costs. The imposing of the maximum penalty may have the effect of causing the careless to think twice before throwing away a lighted match or cigarette. There were two or three fires done more or less damage in this neighborhood last season which were caused by a like carelessness.

Fourth Ave., from Railway Street to Shielor Street, is the worst street in the best town on the line. Railway Street, from Third Ave. to Second Ave., is the next in the category. Why not have the old Ontario road work plan brought into action, whereby every ratepayer will be asked to donate a few hours work in putting these streets in some state of repair if the town has no money for this purpose?

The condition of these streets is a standing disgrace.

While in Edmonton last week Mayor Holmes and several of the mayors of towns served by the gas company approached the government with a request that the municipalities which have granted franchises to the company be permitted to place a tax upon it, to be based upon the actual revenue collected by the company in each respective municipality. This would increase the local revenue and at the same time force the company to bear a portion of its share of the municipal operations in the towns and rural municipalities from which their revenue is derived.

Godley's Jewelry Store

CLARESHOLM, ALBERTA

THE SHOP WHERE YOU CAN BUY
THE BEST GOODS AT FAIR PRICES

Below are some of the popular lines we sell:

Ropewalk, Hatton, and Illinois Watches. Waterbury Clocks. Standard Silver Co.'s Holloware, Community Silver, and Reliable Plate Tableware.

Diamond Rings from \$10.00 up. 18k. Wedding Rings always in stock. Gold and Pearl Goods of the Finest Quality. Gold Filled Goods from the Best Makers, all guaranteed to give Satisfactory Wear—Lockets, Fobs, Chains, Bracelets, Stick Pins, Brooches, Tie Clips, Etc.

WE WANT YOUR PATRONAGE; CALL IN

THIS STOCK OF GENERAL Men's Furnishings MUST BE SOLD WITHIN SIXTY DAYS

BOOTS, SHOES, RUBBERS, SUITS, CLOTHING PANTS, OVERALLS, HATS AND CAPS, COMPLETE STOCK OF SWEATERS AND UNDERWEAR, FINE AND HEAVY SHIRTS, BRACES BELTS, SOX, GLOVES, NECKTIES, COLLARS, BUTTONS, SPRING OVERCOATS, RAINCOATS

The Whole Will Be Sold at Wholesale Prices and Freight

I Cannot Afford to Keep the Stock; it will be Marked In Plain Figures and Sold at That Price—No More No Less—All in the Next Sixty Days

C. TURPIN
CLARESHOLM, ALBERTA

See Page 5 for Other Local and General Fews